



Coming Summer 2016

FisheryProgress.org

The Fishery Improvement Project progress tracking website

The Conservation Alliance for Sustainable Seafood has created guidelines to support the development of credible Fishery Improvement Projects (FIPs). A first-of-its-kind website launching this summer makes transparent, reliable, easy-to-access FIP progress information available to inform FIP sourcing.

The need: Companies want to support FIP progress. But inconsistent documentation and accessibility means lots of research for buyers and NGO's who want to understand and track FIPs.

The solution:

- **Accessibility** – FisheryProgress.org brings previously-scattered information together in one easy-to-access resource
- **Consistency** – FisheryProgress.org tracks FIP progress against industry-standard indicators, making consistent and transparent progress documentation possible for the first time
- **Reliability** – FisheryProgress.org makes data reliable, with independent verification of FIP progress information

Designed for:

- **Seafood buyers** – Make better-informed sourcing and partnership choices
- **FIP Implementers** – Consistently and transparently track all fishery improvement projects
- **Environmental NGOs** – Make more confident recommendations with less research and make it easier for your industry partners to act on your recommendations

Project leaders:

- **Conservation Alliance for Seafood Solutions** – More than a dozen of North America's leading conservation NGOs working with industry to harness market power to improve sustainability. The Alliance commissioned the website and leads the overall effort.
- **FishChoice** – Helping industry make better-informed sustainability sourcing decisions since 2009, FishChoice will lead the effort to verify data on the progress tracking website.

The site is being developed and tested by NGO and industry leaders. We welcome you to join us. Right now, you can:

- Urge FIPs you currently work with to post their progress data to the site.
- Contact Kristin Sherwood at kristin@fishchoice.com to sign up for information on the site's launch.

**CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS**

